

A weekly message to help your organization achieve

# MAXIMUM...

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## MAXFACT #3

*"Monkey see. Monkey do."*

- Unknown

Successful business operation results from understanding how to handle the feast or famine stages. Few businesses enjoy a wonderfully steady flow where life is blissful. Rather, most are striving daily to find the next order or determine how to get all the phone calls properly answered.

**As the leader, you need to be the stabilizer among the rank and file.** Employees commonly "follow the leader"...for better or for worse.

If you have questions or comments about today's **Survival** message, please contact us at...

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**MAXIMUM**  
Business Consulting, LLC  
a mentor capital firm

## ...SURVIVAL

There seems to be two very different groups in today's marketplace – those who are fighting for their lives to keep the lights on, and those who are so overwhelmed with business they cannot keep up.



Depending upon which category you fall into, you may find it hard to believe that anyone could possibly be in the other category. But, they are!

Despite of your situation, the root of your survival will begin, and likely end, with your attitude.

**How you approach each day, each problem, and each opportunity will directly affect the end result.** While it's easy to say, but sometimes hard to do, the key is a positive approach.

Don't go it alone. Get the help you need to work through this period in your company's history.

We invite you to share this Memo  
with a friend or colleague.

**Ponder This...**  
**Is my self-talk positive or negative?**